

Apple Computer

Apple Order Global

AOG - v 1.0.2e

English - Spanish - French - German - Spanish - Italian



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MacAdvocate

L02177A

SPRING 1997

Macintosh Requirements:
Macintosh System 7.1 or later,
QuickTime 2.1, 8 MB

Install QuickTime first (included)

Windows Requirements:
Windows 3.1 or 95,
8MB RAM, Sound Card.

Run Install.exe from the CD

Power
Ease of Use
Multimedia
Compatibility
Internet

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Apple Corporate Identity for the Channel

Electronic Artwork and Guidelines

April 2000



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Includes QuickTime
Video of "1984."

The 1997 Apple MacAdvocate CD-ROM.

Runs on Macs and Windows PCs (no, that's not a misprint).



Apple Corporate
Identity Guidelines
for the Channel

April 2000



Are you a MacAdvocate?

Do you plan your winter and fall vacations around the San Francisco and Boston MacWorld shows? Do you find yourself looking at Windows PC users and asking, "Why would they buy one of those without looking at a Mac?"

If you answered yes, you probably *are* a MacAdvocate.
Welcome to the club.

As a fellow MacAdvocate, we want to provide you with the materials you need to win others over to the Macintosh—and the freedom it represents. That's why we created this CD.

The 1997 MacAdvocate CD features all kinds of tools—such as product sheets, technology showcases, research studies, interactive demos, and system updates—you need to dazzle your friends and help you make the case that Macintosh is, simply put, the best personal computer you can buy. We've also included a couple of surprises, just to keep things interesting. So pop this CD into your local Macintosh and have a look. And feel free to give it to any of your Windows friends (yes, it runs on PCs too).

Because, after all, if we don't show them, who will?



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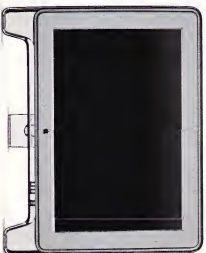


W
For Windows

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Marketing





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Mac Product Guide (6.00)

Apple TradeMark Guidelines

Apple Photography Guidelines

Apple Corporate Identity Guidelines

Apple Fact Sheet (Apple Product Line)

Apple iMac G4 (Desktop) Product Line

iBook (Laptop) Product Line

Final Cut Pro (Video)

Mac OS X (Operating System)

WebObjects (Web Development)

Apple Store (Retail)

* WebObjects 4.5 movies created by Apple iServices Training.
For in-depth WebObjects Developer Training:
www.apple.com/webobjects/schedule.html

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Resource Library Developer Showcase

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June 2000

Developer Showcase, at MacWorld

- Sub Data-Gloss
- Quel's Addressing and Data Access
- Good's Addressing
- Rex 500 Addressing (Addressing)
- SoundJam MP
- Trust 4 Deluxe

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October 1999

PowerSales October 1999

Mac OS 9 Sales Presentation

Macintosh and DV Sales Presentation

Digital Moviemaking with iMovie

Mac OS 9 Data Sheet, FAQ & Glossary

iMac DV Data Sheets, FAQ & Glossary

iMac DV Product Photography

WebObjects Success Stories

iMac DV Sales Presentation

iMovie Fact Sheet & FAQ

(See insert for complete listing)

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Apple Expo 2000 Materials

- Press Kit
- Customer Service
- Mac OS 8.6 & 9.0
Support Downloads

• Plus More

(See Reader for complete listing.)

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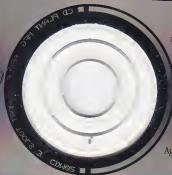
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